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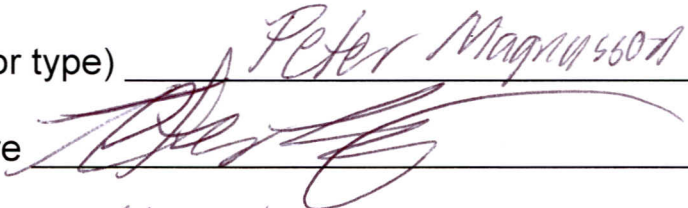
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ABSTRACT

Through research and direct observation I have written this capstone to portray the differences in advertising around the world. In an effort to exemplify marketing strategy and promotion this thesis focuses on a myriad of cultural differences that impact the way consumers are attracted to products and how they make purchasing decisions. It grasps advertising differences amongst the United States and Europe, more specifically the United Kingdom and France. In order to accurately decipher the marketing differences the thesis works to show the history of advertising, how culture broadly influences advertising, different advertising mediums and how they are used in each geographic location, and then concludes with a variety of controversies and bans present in the marketing world.

The information obtained in this thesis comes from not only scholarly sources, but also, from direct observation during my travels. I studied for two weeks in London and Paris and was able to take photographs and view for myself, the variety of ways in which advertisements are very different depending where you are in the world. The scholarly sources are from a wide range of places, in order to exhibit unbiased and accurate information on the topic.

The most prevalent differences noted from research and observation includes both aesthetics and controversial issues. Aesthetically, the United States and Europe market very differently in word choice and in location of ads. Controversially, the United States provides a lot more freedom to marketers than those in Europe are allotted. One thing in research remained the same, however, and that is the mere fact that advertising is present in many forms – no matter where you are in the world.

INTRODUCTION

Americans, Europeans, and the rest of the world are constantly bombarded with millions of messages everyday. Whether it be subliminally or obviously, everywhere a consumer looks their mind is reminded of something. As the world grows and technology advances, advertising becomes an increasingly interesting topic of study around the world. It has even been said that, "nothing reflects a country and an age better than its advertising" (Quillard, 2010). This paper takes the eye of the beholder to a new level through its research on the history of advertising, cultural differences that affect how advertising occurs, different advertising mediums, and the many bans and controversies that take place from country to country.

HISTORY OF ADVERTISING

The first signs of advertising around the world began before there was even a real definition of what advertising is. It can be argued that advertising began as the first sign of business began. Evidence of advertisements date back to ancient Rome and Pompeii as archeologists discovered painted signs on walls in buildings (Canavan, 2010). It is human nature to promote the idea of selling as it directly correlates to making money. As the start of marketing proved the correlation idea, advertisements continued. Shopkeepers in the middle ages added to the history of advertising by hanging signage and horse-drawn carriages have been found covered in signs as well (2010). Peddlers, who do not even offer a good or service, are historical for promoting themselves with chants, rhymes and even humor (2010). The origination of advertisements and the idea of marketing have shaped the world of advertising in a variety of ways.

The United States has quite a complex and detailed history of advertising. Since the first signs of advertising in the First Century AD, a number of factors have shaped its evolution, primarily after World War I, including social, economic, and technological factors (Applegate, 2000). Although First Century AD and the 1900s displayed signs of advertising, there is said to be one figure that jump-started the evolution of it all. Albert Lasker, who was born in 1963, greatly impacted the advertising phenomenon in the United States (2000). Beginning his footprint in 1975 and at just 12 years old, Lasker established the Galveston Free Press, a four-page newspaper distributed weekly (2000). Working in the news industry, Lasker quickly become involved with advertising and met a mentor of his own. John E. Kennedy, another marketing legend who worked for the infamous Lord & Thomas agency, approached Lasker and taught him the ins and outs of marketing (2000). Kennedy explained that advertising is simply, “salesmanship in print” and that consumers react positively to product promotions that incentivize them with a reason to buy (2000). It was because of Kennedy and his advice that Lasker was able to create a name for himself in the advertising world. Lasker began working for Lord & Thomas as well and throughout his time gave clear language, distinct italicized and bolded advertisements and the “reason-why” technique to the United State’s advertising history (2000). Besides Lasker and his techniques, advertising evolved in many other ways and through other techniques as well.

Newspapers were a large source of advertising from the very beginnings. In 1910, 22 million newspapers were circulated daily, and advertising revenue was less than \$250 million (2000). Revenue quickly grew with marketing in newspaper print and by 1998 revenues grew to \$43 billion with 69 million copies a day (2000). The growing numbers show that not only the popularity of advertising was, and still is, growing but also its

effectiveness and thus the use of it in print. Newspapers in 1998 were second to television in advertising popularity (2000). The use of newspapers as a medium is not the only source of advertising, however.

Similar to newspapers, magazines were also a source of advertising. The number of magazines reduced each year, but the money spent on ads in magazines showed an opposite trend (2000). In 1998, the revenues from magazine marketing were over \$15 billion compared to the 1929 revenues of \$240 million (2000). Besides print ads, other forms of advertising are also used historically.

The radio trended as an advertising medium in the 1900s. The radio was invented in the early 1900s and the idea for commercials on air developed in the 1920s (2000). The idea of reaching a mass amount of Americans over the radio was an idea marketers jumped on. In the first years of using the radio method, marketers spent \$4 million and by 1998 there was \$13 billion in revenues from marketing to each of the 12,000 stations (2000). Like radio, television was another popular form of media advertising in the 18th century.

As soon as television was invented it was used to reach consumers. Getting a late start in the ad world, the TV was brought into homes in the 1950s and quickly invested in with \$170 million advertising expenditures (2000). The investments were quickly returned when in 1996 revenues hit \$6.7 billion from TV ads alone (2000). The ads took an astronomical increase in revenues and just two years later TV was the number one source of ad revenue with \$47 billion calculated (2000). Television and advertising certainly impacted the beginning of the marketing world, as it continues to do so today.

Newspapers, magazines, radio, and television along with Albert Lasker built a solid foundation for the advertising world. Each of the historical components of advertising has

benchmarked its success and lead to numerous opportunities and advancements. Because of the strong advertisings roots it has been able to expand with many other mediums and methods and make for an interesting cross culture comparison as well.

CULTURAL DIFFERENCES

This history of advertising may be relatively the same in theory from country to country, but the details are extremely different. Every country has a different story and a culture that comes from it. Culture affects many areas of a society and the differences between cultures directly affect buying behavior and thus the way marketers advertise (Quillard, 2010). In order for promotions to be successful, advertising must mimic its audiences' culture and target a community's different attitudes, beliefs, norms, values, experiences, and ways of life (2010). This can be done in advertising through feelings, beliefs, and references.

Feelings

One distinct difference due to culture in American versus European advertising is the use of feeling. In American advertising, emotion is seldom used (2010). The lack of emotional appeal can be explained for two reasons. The United States employs a very individualistic society. In individualistic societies quantitative information is a lot more important to consumers as they appreciate factual evidence from sources that are credible and well known (2010). Americans have a hard time desiring something that has not been accepted by anyone else. Another reason western culture doesn't use emotion is because it is also a masculine society. Countries with masculine societies pay little attention to the quality of life and do not consider people to be very important (2010). A combination of

individualism and masculinity makes it hard for Americans to connect with emotion and feeling in advertisements, and for that reason it is not used.

In Europe, however, emotion looms large in marketing. European culture pays great attention to quality of life and individuals. Europe wants each of its citizens to be able to improve their lives and advertisements that show the enjoyment of life and appeal to pleasure and happiness are very affective (2010). Europe is not individualistic or masculine and therefore, unlike America, feelings are used in advertising.

Languages

Language is another element of advertising the does not remain consistent throughout the world. The difference in wordplay in advertising results from the differences between monochronic and polychronic cultures. A monochronic culture is one that focuses its attention on the present and thus little attention on history and its roots (2010). The United States has a monochronic culture and therefore including historical aspects of language in promotional pieces do not persuade buying. Monochronic cultures like America, do however respond well to certain types of language. With less focus on history, Americans want products that are new, and they conclude that new things are the best things (2010). For this reason, words that equate new and innovative are likely to be used in American advertising and tend to generate a good response.

In Europe, the culture is very polychronic. Polychronic cultures place a hefty level of importance on roots, tradition and history (2010). Europeans love their language and consider it one of the most important things to them and therefore word play is consistent in many advertisements (2010). Word choice and the use of the words and language references are important and critically selected in advertisements. In opposition to the

United States, Europe reacts to words that portray something new with skepticism and therefore it is often that humor is used to dilute the sense of fear with a new product or promotion (2010). One large part of history to Europeans is literature. Literature references are often used in advertising to attract attention with a connection to history (2010). It is also popular to see more words than pictures in advertisements in Europe. The language used is fluent and appears as rambling to Americans, but to the Europeans the longer and more historical, the better (2010). Not only is language an important way of communication but an important way of persuasion and is used very differently, but, tactically in each area of the world.

References

A third major difference in culture and advertising customs are references. References are key focuses in advertising and are completely different in the American culture and the European culture. American advertisements focus on connecting heroes with products to gain the attention of consumers (2010). Icons, specifically sports icons, grasp the attention of American consumers due to their die-hard love and interest in them (2010). American culture also thrives off of the feeling of importance and gaining recognition (2010). People in the United States want to stand out and feel a sense of spotlight. Any product or promotion that gives an American the idea of personal advancement is responded to very well (2010). In observing advertising in the United States one will see many athletes, celebrities, success stories and examples that mimic what the country wants.

In a change of focus, Europe does not have the same connections. As stated previously, Europe has much gratitude for it's past and is not as much concerned with the

future. This is the complete opposite ideal America has, and in France in particular, “the American dream is the French nightmare” (2010). Americans spend a significant amount of time preparing for their future and have long term goals, while the French’s focuses are real time. Americans start with nothing and want to end with something, while The French, and the rest of Europe, make decisions based on the past (2010). This is a direct result from the difference in education between the countries. Europe has a centralized school system that presents a united view on being born with a destination rather than the American idea that you can learn to do anything and be anything (2010). Because of this belief an ad in France would not show a product that will affect the future but something that is beneficial at that very moment. Social hierarchy is also much less important across the world (2010). The culture is a lot less competitive and personal advancement does not shine through in everyday life, so ads do not typically include celebrities and stars or suggestions of social status quo (2010).

One large example of a something both cultures have, but would reference differently: a home. An American realty advertisement for a home would show how a family could grow into the large house whereas the same house in France would be marketed towards an already large family. The references in advertisements are extremely important to pay attention to if marketers want to be successful and promote the right product in the right way.

In conclusion, feelings, language, and references are used in advertising all around the world but in much different ways. Each culture has different beliefs for each of the categories and as a result the very same product needs to be marketed in a very different way depending on geography. Marketers need to not only understand that, “what moves

one group may not move the other. What attracts or amuses one group may not attract or amuse the other. What may be natural in one culture may be unnatural in another”, but also employ marketing plans consistent with the differences. This is done through a variety of different mediums in the different parts of America and Europe.

ADVERTISING MEDIUMS

There are several methods and techniques marketing experts use to promote their products and services. What started out as just newspapers, magazines, radio and television quickly evolved into any open space being used to promote. Companies will now place ads on benches, shopping carts and even banners that are flown in the air (Canavan, 2010). A large sense of strategy is used in placing advertisements and it is now critical more than ever to pick not only the right advertisement, but also to use the right medium for it. Like all other aspects of marketing, mediums also differ from country to country. The United States and Europe use outdoor ads, viral ads, and television ads very differently for the very same thing.

Outdoor Ads

Outdoor ads are becoming more popular in a world where everyone is on the move. There are a variety of different types of outdoor ads used both in the United States and in Europe.

United States

The United States has gotten really creative with outdoor ads. In New York, companies will place their logos on traffic cones and barricades and in Chicago, advertisements can be placed on smokestacks and all around the country, there are ads placed on gas pumps (Neuborne, 2004). With the advancement of technology, outdoor ads

have also been improved. With new global positioning technology the US has implemented electronic billboards that change with location (2004). As companies have gotten creative and technology has changed, outdoor ads have improved their success. It has been concluded that the fastest growing advertising methods involve focusing on consumers while they are driving (2004). Statistics also prove the success rate of the growing phenomenon. A marketing research firm reveals that 50% of consumers notice advertisements on buses, taxis and benches and 30% of them visited a store within a week as a result (2004). This method of in-car targeting works well for a number of reasons. When consumers are driving, they are undistracted from their normally busy lives, in a deep thought mode and often plan to-do lists (2004). Due to the success the outdoor ads have resulted in, it is likely the United States will further increase the usage of outdoor marketing.

The idea of Extreme Vision is likely to be seen more frequently in the United States. Extreme Vision, a technique proposed by Universal Pictures, places three-dimensional images that morph onto outdoor posters (Wilke, 1996). The posters have the ability to hold ten videos or images and give viewers the impression that they are moving (1996). Bus shelters, vending machines and delivery trucks are expected to wear this new advertising addition (1996). This idea might be new in the United States, but it is a technique that Europe has already seen. Last year, Pepsi-Cola Co. and Coca-Cola Co. began using this new technology in their European markets (1996). Along with Extreme Vision, Europe uses other methods of outdoor advertising to market as well.

Europe

The above photograph was taken in a London Underground Station and exemplifies how GPS technology is used in European Advertisements

There are outdoor ads all over Europe. In fact, the majority of the advertisements in Europe come from outdoor billboard ads (Boarding, 1991). Even during the times where advertising took a hit, the billboard market remained relatively unharmed (1991). It is interesting to imagine billboards in Europe, as they do not have highways like America, but they are used and have been successful. Unlike America, billboards receive great reviews in Europe because they do not overwhelm the roads (1991). The amount of billboards used seems to be the perfect amount for the market. Due to the reviews and the success it seems that billboards are one of the most effective ways to reach European consumers (1991).

Perhaps one of the reasons billboards catch the attention of consumers is because they are unavoidable. With the advancement of television, in Europe and America alike, consumers are able to fast forward and skip advertisements, but billboards are simple yet difficult to avoid (1991). It is likely, then, that the outdoor ad market will only continue to grow in Europe.

Despite the majority of the ads being outdoor ones, the majority of ad money is not spent on them. Countries like France and Belgium spend about thirteen percent of their advertising budgets on outdoor advertisements, while other European countries only spend about 5 percent of their budgets on them (1991). It seems as though it is not necessary to spend a large amount on outdoor ads, since they are successful with what is already spent.

In addition to billboards, there are other methods of outdoor advertising used in Europe. A popular outdoor medium new to Europe involves GPS technology. London implemented the new GPS technology to its bus routes by including ads that change as the bus advances along its route (2006). Along with changing bus messages, bus shelters will be the first to display digital six-sheets (2006). Billboards and public transit ads are certainly not the only outdoor advertising methods used in Europe but, they are certainly the most popular.

Viral Ads

With the increasing sophistication of technology, viral ads are making a large dent in the world of marketing. The United States and Europe both use mobile marketing and web ads to stay relevant in a technological scene.

Mobile Marketing

Mobile marketing is one of the newest and most upcoming advertising methods. Reaching customers via their mobile device is the first and only method of advertising that directly targets a mass amount of customers (Theresa, 2008). The idea agrees with the recognition need Americans thrive for. An advertisement sent directly to an American's phone would make them feel important and as if they stand out among the rest of the consumers. And, consistent with billboard ads in Europe, consumers cannot avoid an advertisement, if it is sent directly to their hands. Mobile advertising reaches and satisfies consumers everywhere and in every culture.

The mobile market is crucial for marketers around the world to continue to tap into, as it is growing a significant amount at a fast pace. More than three billion users around the world use a mobile device, which is double the amount of the one billion PC users (2008). Perhaps consumers are using mobile devices more because it is cheaper. Using a cell phone is less than half the cost it takes to get Internet access through a personal computer (2008). The trending advertising method predicts to be invested in even more in the future. Experts believe companies will be spending more than \$19 billion on mobile marketing by 2012, a large chunk of the entire viral marketing estimation of \$45 billion. (2008).

Prior to the surge of mobile growth, Europe had limitations in the mobile world. Third-party advertisements were prohibited on mobile devices as stated by a European directive (Evers, 2000). Despite the regulation in the beginning, mobile marketing took off in Europe quicker than it did in the United States. Many believe that the United States is lagging on the new advertising technique by focusing more of its attention on banner ads (Theresa, 2008). Whether or not one country is outdoing the other, mobile marketing is being aggressively used in both parts of the world and promises continued use in the future.

Web Ads

A second viral advertising method is Internet marketing. The Internet has made quite the appearance since its introduction to the world, and businesses have attacked its potential from every angle possible.

The United States took off in web ad success much earlier than Europe. In 2000, the US was already spending \$1.4 billion on Internet ads while Europe lagged behind spending a much less \$109 million (Johnson, 2000). From the expenditures it can be said that Europe is three years behind America in using the Internet for advertising (Johnson, 2000).

Despite the slow start, Europe followed by example and understood the importance of marketing online as it took a quick growth approach. By 2005, the United Kingdom spent an estimated \$1.2 billion on online ads while France spent \$1 billion (Lake, 2005). Europe uses a variety of Internet ad methods as it continues to saturate the online market. The most widely used form of Internet ads in Europe are online banners (2005). Online banners are located at the tops and bottoms of websites and grasp consumer attention immediately. In addition to banners, European marketers also use skyscraper, button, and leaderboard

ad formats to attract different consumers (2005). It is also common for animation, video, and audio to be included in Europe's web marketing (2005). Along with ad types there are also strategic methods that can be used online. Really Simple Syndication (RSS) is one popular method in European advertising (Morrissey, 2005). RSS provides consumers with tidbits of relevant information by displaying ads that relate to the other information consumers have been searching for on the Internet (2005). BBC is one European company in particular that used RSS to generate profits through online advertising. Its campaign involved using Diet Coke ad banners customized for individual websites (2005). BBC's campaign combined both of Europe's most widely used web techniques for a sure success.

All of the new online marketing techniques used in Europe are still minimal compared to the stance the United States has already made in Internet advertising. The European market continues to be less aggressive monetarily than the United States (Lake, 2005). The combined online advertising efforts of the European Union as a whole are equivalent to one-third of the amount the United States spends (2005). Of course, money is not the tell all for success and the one who spends the most is not always the winner. But, it may be difficult for Europe to fully jump on the Internet bandwagon as web advertising is shrinking and consumers are becoming more settled with online usage and it is no longer a booming trend. As the Internet ad market matures, the cost to market online is going to increase, thus allowing the US to remain the lead innovator (2005). Putting aside the competition, web advertising has become an important part of marketing across the globe.

Television Ads

Television is one of the mediums that began the advertising evolution and it has since continued to grow with it. Television has the ability to captivate thousands of viewers at one time, with such little time. Because of its power it is considered the second largest advertising method in the United States (Theresa, 2005). Despite its past and current success and the amount of money firms spend on advertising with commercials, there are many critics who argue the days of television marketing are coming to an end worldwide.

Personal video recorders (PVRs) have revolutionized television. Consumers are now able to record their favorite television shows and watch them whenever they want. Now, marketers do not have the ability to use time as an advantage. Before a marketing strategist was able to choose the exact hour a commercial would air, attracting a certain demographic of people or at a time when the most amount of viewers would be tuned in. Marketers are still able to time commercials, but it does not guarantee as much as it did before. Recorders also provide consumers the ability to skip over any and all advertisements if desired. Research finds that with PVRs, viewers record TV 75% of the time thus skipping 60% of all commercials (Farewell, 2004). This poses much more of a threat on America than it does for Europe. There are 3.5 million homes in the United States compared to the 300,000 homes in the United Kingdom with PVRs (2004). The United States stands to lose the attention of millions more than Europe does. Already, companies like Disney and Viacom have seen profits reduced by one-third as a result of the television issue (2004). It is no longer possible to target the same amount of customers as before, and although it threatens a larger population in the United States, the same problems can occur abroad. Even with all

signs pointing to an international threat to TV advertising's future, advertising firms everywhere will not confirm the issue (2004).

It seems unbelievable that commercials will ever come to an end, as the world does not know television without them. In America, they have even become a form of entertainment. Superbowl, one of America's most watched sports events, is notorious for its brilliant commercials that consumers look forward to every year. So, as much as society is beginning to skip commercials, the ads are sometimes enjoyable and perhaps marketers, at least in the United States, are right to assume TV advertising will remain an important marketing piece. Marketers are also hopeful that the rising costs of personal video recorders will lead to consumers watching more live television and thus continue to tune into commercials (2004). In addition to the disbelief and rising costs, there is further evidence that refutes the claim of commercial death.

The political campaign gave marketers and commercial critics surprising statistics. In 2008, TV ad spending volume was at a record high of \$201 million, proving that television ads still matter to an online world (Mark, 2008). The world has entered a time where information is continuously at our fingertips, but not every consumer uses their fingertips. TV ads are great for consumers all around the world that do not actively seek information on their own. Commercials tackle and gain the attention of a market that doesn't necessarily want to be reached (2008). The entire United States does not pay attention to politics, but being an important issue, marketers still put commercials on television in an effort to reach every type of consumer.

TV ads have not completely stopped being affective, they are just experiencing a change in consumer base that must be dealt with. It is now more important than ever for

marketers to make the most of the 30 seconds they are given with a commercial (Theresa, 2005). Creativity is key in a world that doesn't want to pay attention. One idea to attract consumers in today's age is to use humor to gain attention (2005). As described earlier, Europe reacts well to humor in ads, and it may work in American television as well. Right now, it is most important to find ways for consumers to look at an ad, rather than finding the perfect message.

Perhaps the future of television advertising will morph from commercials into something new. There is now a computer system that has the ability to place virtual billboards and advertisements onto the television and into shows (Eisenberg, 2011). This alleviates the problem marketers have in keeping consumer interest during show breaks. With new technology always coming out, it is very likely that virtual advertisements on television are just the beginning of marketers finding ways to invade consumers' lives (2011). Just because the world is changing, does not mean that television cannot change with it. Both Europe and America have been marketing on TV for years and it is inevitable that even if the commercial dies, that each country will find a new way to successfully market.

BANS AND CONTROVERSIAL ISSUES

As with any information that hits the public, there is scrutiny and regulation. Advertising has been a topic of discussion for many years all around the world. There are both critics and supporters for each and every product and service marketers advertise. Some of the more controversial issues reside in advertisements that portray tobacco, drugs, food and sex.

Tobacco

Tobacco, a traditionally harmful substance, has been a topic of discussion in marketing for many years. Both Americans and Europeans have something to say about smoking and how advertising affects its use.

United States

In the United States, advertisers and the Supreme Court have had consistent battles for many years over tobacco. The First Amendment has prevailed in every instance. According to the Supreme Court, the First Amendment allows for “commercial speech” and therefore ad bans for liquor, gambling and tobacco are limited (Advertising, 2001). Although the First Amendment promotes the freedom of speech and thus will always allow for tobacco advertising, there have been some agreements to limit certain advertisement types. For instance, advertising campaigns for tobacco products are not to attract teens and children (2001). The FDA regulates this limitation in a number of ways. Both the images and colors used in ads must allow only 15% readership by kids and there is also a cap on mailings and the amounts of ads allowed on racecars and in stores (Teinowitz, 2000). Many believe that the limitations are too few and more need to be implemented. A series of bills have been proposed that aim to limit the visibility in ads by requiring percentages of ads to

include warnings, but due to the First Amendment, none of the bills have been passed yet (2000). The government in the United States allows for a lot more freedom in advertising than the government in Europe and many of the tobacco bans there are stricter.

Europe



The above picture depicts a cigarette box in London

The European government neglects to have a law in place protecting the freedom of speech and thus the ability to advertise without limits. Europe is notorious for having a large number of smokers and many of the countries are placing limitations on tobacco ads along with anti-tobacco campaigns for that reason.

France is the country with the highest number of young smokers and the French government is taking after the United States and its Truth ads in a new anti-tobacco

campaign (McNicoll, 2002). When the campaigns first began, the public was immediately infected with positivity. In fact, there were over one million viewers that responded to the first anti-smoking ad in just hours (2002). Along with France, the United Kingdom has noticed the impact of Truth-like ads.

The United Kingdom, like France, has begun Truth-like ads in an effort to reverse the role tobacco products play in Europe. The ads ask Londoners how they feel about smoking, using cigarette smoke to form outlines of historical buildings like St. Paul's Cathedral and Big Ben (Hall, 2003). The ads play off the fact that history is important to European culture, and the emotional ties with the advertisements will likely motivate many.

In addition to the Truth ads, the United Kingdom hopes to phase out tobacco advertising completely. The UK has proposed a ban on all promotions, ads, sponsorships, coupons, and press that include or are related to tobacco and smoking (Kmietowicz, 2002). The idea to ban tobacco ads stems directly from research conducted in the United Kingdom. The country's research indicates proof that less advertising is directly correlated with less tobacco use and that diminishing the advertising of cigarettes is proposed to save 3,000 lives per year (2002). Putting tobacco ads to a halt will also help the United Kingdom stop the start of smoking as more research provides the evidence that advertising influences teenagers to begin using cigarettes (2002). So, like the United States, Europe has noticed the negative affects advertising has on tobacco use. Europe, however, has taken a more drastic approach to avoiding these advertising effects. The difference in the monitoring of ads shows a trend in other areas of concern as well.

Drugs

Prescription drugs are another topic of advertising throughout the world. Pharmaceutical companies hope to attract the attention of consumers through various marketing efforts, despite the fact that many of the drugs must be provided by physicians. Due to the negative results advertising has shown with the unnecessary use of drugs, it is now a visible concern for both the United States and Europe.

United States

Currently, advertising prescription drugs is allowed in the United States. In 2002, direct-to-consumer (DTC) advertising with prescription drugs became one of the biggest sources of revenues in the history of the United States (Korcok, 2002). The only countries that even allow DTC advertising of prescription drugs are the United States and New Zealand (Vastag, 2007). However, recently congress has rethought the lax laws on drug advertising.

In the United States, many of the drug ads portray benefits that do not link with health and appeal more to a better lifestyle and positive emotions than a cure for a condition (2007). Essentially, drug companies are looking to attract consumers that do not necessarily have a medical condition. The fact that the ads have little education to them reveal that drug companies are looking to sell drugs even if there may be a better solution out there (2007). It is interesting to note that Americans, as stated earlier, do not always respond well to emotion used in ads but these drug as have been extremely successful.

Because of the first amendment issue there always is with advertising bans, prohibiting DTC ads entirely is unlikely, however there may be limitations put in place in the future. There are proposed bills that would allow the FDA to oversee ad campaigns and

pre-approve ads so that consumer health could be protected and safety be promoted, especially in the first two years of the product entering the market (2007). The United States has already seen regulation within the pharmaceutical industry over the past few years, making it more difficult for its sales reps to promote the use of their products through direct advertising to doctors. Sales reps can no longer leave anything with a drug name behind, such as pens and paper. They are also not allowed to recommend the use of the drug for any other purpose than the one researched. This is one step closer to regulating direct-to-consumer advertising, but still does not compare to the regulations Europe has put on drugs and their marketing.

Europe

Like many other areas of advertising, Europe has a much more strict approach to the drug market than the United States. Unlike the US, DTC advertising is illegal in European countries, as they view it an extreme threat to society's well being (Cassels, 2002). Europe fears that allowing any sort of drug advertisements will lead to social drug use and erotic health care spending, like the United States (2002). Europe's government operates with a very different health care system than the United States, and this plays a huge role in the marketing drug war. Increasing consumer interest in drug use in Europe will cost not only lives, but also the government more money. In the United States, health care is not free, and therefore much of the costs associated with prescription drugs, affect the consumer and not the government. In Europe, health care is provided at no cost to the public and the government thus incurs the expense. Advertising drugs to the public essentially promotes free candy to consumers and perhaps this is a large reason why advertising prescription drugs is illegal in all European countries.

As with all issues, there are proponents for drug advertising in Europe. Some Europeans hope for some sort of advertising to become legal in order for the pharmaceutical industry to compete with the United States (2002). Medicine and drugs are large source of revenue. Research and production of medicine is not cheap, and therefore selling the substances are not either. Promoting the use of prescription drugs and increasing consumer awareness can provide a large source of income for companies in Europe and allow them to gain more market share in the pharmaceutical industry. The United States is a hegemon in so many ways and Europe is always looking for areas in which to improve battling power, and many believe this is one way for Europe to catch up. However, with all the regulations and controversy in Europe and without a First Amendment protecting advertising, it is very unlikely that the ban on DTC advertising and drugs will ever be lifted.

Food

A third and equally conversed advertising topic is food. People all around the world are affected by what they eat and how they diet. Food advertisements are one of the most viewed advertisements by consumers. Society as a whole pays so much attention to food and an attractive picture or ad seems to make someone hungry at any time of day. For that reason, food advertisements have been a controversy in the marketing world throughout the United States and Europe.

United States

The United States is constantly scrutinized for its growing obesity rates. More recently advertising has taken a huge hit in the ad world and blamed for the way America eats. One of the more popular and recent attempts to reverse the promotion of unhealthy food in the United States is the movie Super Size Me.

The film Super Size me, was created by an average American man whose eyes have been open to the obesity in the United States for quite some time. He takes a personal dig at McDonalds and documents eating McDonalds as his only form of food for a month in this movie. The movie results in an unhealthy weigh gain and provides visual evidence that one of the most famous fast food places throughout the country negatively affects Americans. Since the movie, and as European regulations are becoming more strict and the obesity rates continue to rise, the US is looking to address the issue with possible ad limitations in the future (Wentz, 2006).

Currently, there are some ad limitations put in place, however, not many. One of the more widely known restrictions are with pop, as Coke and Pepsi do not create advertisements that appeal to children under 12 years old in the United States (Wentz, 2006). There are not many other ad restrictions that big companies must abide by in American. But, as mentioned before, the future predicts more food ad bans.

Europe

In Europe, the food ad battle is much larger and there are already many limitations and restrictions on the advertising of food. Currently, Europe, the UK and France are scrutinizing food ads more then ever with recent increases in childhood obesity rates.

As of 2007, the UK placed a ban on junk-food commercials marketing to anyone 16 and under (Hall, 2007). Not only do TV ads have to conform to the ad ban, but print, posters, and Internet ads will as well (2007). Pop companies, like in the United States, have also regulated sales and ads in Europe. New regulations prevent soda companies' marketing efforts to reach children under 12 and also limit the sales of soda in elementary schools (Wentz, 2006). Coca-Cola, Pepsi, Cadbury Schweppes, and Unilever have united in a promise not to advertise to children under the age of 12 in commercials, print or on the web and will decrease the number of high-calorie drinks in vending machines, and are even taking them out of schools for the majority (2006).

As well as limiting the amount of ads and where advertising and sales can take place, European countries place rules for ad content. In France, the government created a law stating that all processed food advertisements must use 7% of its space to promote positive health (Hall, 2007). Companies and ad agencies not only must follow this rule, but also are penalized if the rules are not followed. If advertisements fail to meet the 7% requirement, marketers are fined with 1.5% taxation on their annual advertising budget (Wentz, 2006). Along with location, amount, and health inclusions, language is scrutinized in food ads in Europe.

The United Kingdom has gone as far as banning individual phrases in slogans and in ads. In 2004, the United Kingdom officials banned Kelloggs from using "eat right" in any of its ads for Frosties cereal as they find it misleading to consumers (Jardine, 2004). The cereal, to Londoners, is not healthy and consuming the cereal is not eating right. It is not only lying, but advertising that does not follow the rules of including healthy messages in the ads.

Despite the growing controversy of obesity and the promotion of unhealthy food ads in Europe, there is also a strong battle against using regulations on ads. Sweden and Norway are two countries that have placed a ban on advertising foods, but have yet to see an impact on the obesity issue in their countries (Hall, 2007). Also, the way Europe's limitation system is set up, some healthy foods are banned from being advertised, while unhealthy foods slip through the cracks and loopholes in the law. It is difficult for a system to be perfect as healthy foods like avocados, cheese and raisins fall into the unhealthy category while fries, diet coke, and chicken nuggets are considered safe to advertise (2007). Because of the flaws in the system, many European marketers argue to change the system and place less restricting limitations on food advertising. The advertising bans for tobacco have proven to be very effective, and with the research confirmation that ads do affect the negative use of products, it is hard to believe that the regulation of food ads will not produce positive results. But, without the numbers to prove it, many argue that the time and money spent on regulating these food ads in Europe is not worth it.

Sex Appeal

The last main controversial issue in advertising in America and Europe is the use of sex in ads. The phrase "sex sells" translates and is understood in any language. Sex appeal has been used in every country around the world and the results have always been good, but the arguments have always been there as well.

United States

The American society appreciates the connection between heroes and products. They are motivated to buy a product when a star is used in it and are influenced by ads that promote a positive self-image. Sex is a popular theme in advertisements that Americans

respond to. However, despite the feelings of society, consumers know that celebrities and models get paid large amounts of money to promote products (Laura, 2006). Credibility is also very important to Americans, and they like to see facts and proof in a promotion. Using ordinary people in ads create a level of credibility and also allow consumers to connect on a more personal level and feel important (2006). Again, recognition is important to American consumers, and having ads that recognize people like them will be attractive and perhaps very successful.

The idea of using ordinary people in ads is relatively new to America. One of the first companies to use the idea of ordinary people in its advertising was McDonalds (2006). McDonalds used a contest in the form of a marketing campaign. The contest required consumers to submit a photo and a story about what they love, stemming from their slogan, "I'm lovin' it" (2006). Twenty-five winners were selected and flown to London for a photo shoot and the inclusion in an advertisement (2006). The McDonald's ad campaign was successful because it not only included people that Americans could relate to on a personal level, but demonstrated a huge level of personal involvement. Americans enjoy feeling important and the campaign made Americans feel like they were in the spotlight and like they were personally recognized by McDonalds and involved in creating an ad.

Europe

The photograph above was taken in Paris, France and exemplifies the use of sex appeal to sell.

Europe, surprisingly, has taken a very different approach to sex in ads recently. Contrary to what one might think, the use of sex appeal in European ads has increased in opposition to the United States.

Burger King in London, like McDonalds, created a new ad campaign. Burger King decided not to use ordinary people, but sex appeal in its new contest turned marketing campaign. The contest involves people around the country signing up online to win a date with an anonymous 20-year-old shown singing about Burger King in a bikini in the shower (Bruce, 2009). This is very interesting, in that it goes against much of what Europe is trying to regulate. Not only does an ad like this promote unhealthy food, but it is selling sex and

not the food. London and other parts of Europe have found that sex, food, and the Internet have attracted the teenage boy market and produced a large number of sales, and perhaps that is why it is still used in ads (2009). To marketers in the fast food industry abroad, it doesn't matter that food has nothing to do with sex; consumers remember the ad and respond well to it because of the women in it (2009). The ad might not attract Europeans for the food but it works, and that is a trend seen in a lot of advertising. It correlates with drug sales in the US, in that companies are more concerned with making money than selling for the right reasons, or to the right market. Burger King understands that its campaign will not appeal to every one of its consumers, but believes it is a strong effort to target young males and to them, that is enough (2009). With the success of Burger Kings sex ad, it is likely more of European will begin to use sex to sell. But, with any controversial issue, there are two sides to every story.

Marketers may be on board with using sex in ads, but critics believe that is embarrassing to the advertising community and that it is a large setback for success. Judges in the annual Cannes advertising awards decided to honor an ad with sexual appeal in it, and many were in an uproar about the lack of professionalism in ads with sex appeal (Carr, 2002). Along with an Europe-wide uproar in the distaste and unprofessional honor, society is in an uproar about other ads like Burger King's. In London, 19% of consumers were offended by ads in the past year, and 32% of survey respondents saw ads that may be offensive to the rest of the community (2002). In Belgium, the numbers soared to 61% of consumers seeing distaste in advertisements and in France the issue became so prevalent that the parliament had to meet and discuss the effects the ads had on families and women (2002). The voice and numbers society reveals show a negative effect of sexual advertising

in Europe, however it is still used. Not all of society enjoys the use of sex appeal, but is apparent that companies find a lot of success in using it. The advertising community in Europe remains using sex ads, but currently holds the unwritten rule and standard to taste and decency in ads and has established a level of respect in the advertising world (2002). Sex appeal is one of the few areas in which the United States is more conservative than Europe. It almost disagrees with research thus far proving a stricter Eastern civilization, but nonetheless holds true for sex.

CONCLUSION

As demonstrated in the research and findings advertising around the world differs in history, culture, mediums and methods, and through bans and controversies. Despite the many differences around the world and between countries, advertising plays an important and crucial part in every society. Advertising may differ depending on location, but the importance of advertising remains the same no matter where in the world you are. Without advertising the world of buying would be drastically changed. Over the years, marketing is likely to continue its phenomenon of growth, discussion and change, but one thing will remain consistent: advertising.

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